

Research paper

# Post-Covid-19: What prevents the recovery of the Stone Forest-type enterprises in the Andean zone, in the case of the Apurímac region?

## Post Covid-19: ¿Qué impide la recuperación de emprendimientos tipo Bosque de Piedras en la zona andina, en la región Apurímac?

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### ABSTRACT

*The purpose of the study was to analyze the ecotourism resources of the Ccenhua and Llamcama Stone Forest type, located in the Apurímac region, provinces of Chincheros and Andahuaylas. The objective was to describe and argue the barriers that prevent the recovery of Stone Forest type enterprises in the Peruvian Andean zone. Located in the qualitative approach, basic type, case study design. The sample was physical spaces with shapes in the rocks, caused by wind and water forces with native flora and fauna, presenting a differentiated landscape, minimally altered by the anthropic factor. The barriers are: a) the aversion of the members of the farming community to strengthening greater business opportunities and developing the ecotourism resource; b) ecological economic zoning, which could support the use of tourist resources, with various limitations; c) the business culture of the tour operators, regarding maintaining the organization and adapting to the trends in the nearby support plant, d) the inclination towards informal mining for income and complement for tourist activity, e) at a strategic level and tactical, the moderate importance of developing the tourism sector in its types from regional and local intervention policies and projects. The consequences are: a) the oblivion and progressive deterioration of the ventures in ecotourism circuits, disappearing demand, b) dead capital, due to the failure to develop the ecotourism circuit, c) strengthening of poverty in the territories where the venture existed. ecotouristic.*

**Keywords:** use, aversion, barrier, dead capital, culture, disinterest.

### RESUMEN

El estudio tuvo el propósito de analizar los recursos ecoturísticos del tipo Bosque de piedras de Ccenhua y Llamcama, ubicados en la región Apurímac, provincias de Chincheros y Andahuaylas. El objetivo fue, describir y argumentar las barreras que impiden la recuperación de los emprendimientos del tipo Bosque de piedras en la zona andina peruana. Ubicada en el enfoque cualitativo, del tipo básica, diseño estudio de caso. La muestra fueron espacios físicos con formas en las rocas, originadas por fuerzas del viento y agua con flora y fauna nativas, presentan un paisaje diferenciado, alterado mínimamente por el factor antrópico. Las barreras son: a) la aversión de los miembros de la comunidad campesina, por fortalecer mayores oportunidades de negocio y desarrollar el recurso ecoturístico; b) la zonificación económica ecológica, que podría sostener el aprovechamiento de los recursos turísticos, con limitaciones diversas; c) la cultura empresarial de los operadores turísticos, respecto a mantener la organización y adecuarse a las tendencias en la planta de soporte próxima, d) la inclinación hacia la minería informal por los ingresos y complemento por la actividad turística, e) a nivel estratégico y táctico, la moderada importancia por desarrollar el sector turismo en sus tipos desde las políticas y proyectos de intervención regional y local. Las consecuencias son: a) el olvido y deterioro progresivo de los emprendimientos en circuitos ecoturísticos, desapareciendo la demanda, b) capital muerto, por el motivo de no desarrollarse el circuito ecoturístico, c) fortalecimiento de la pobreza en los territorios donde existió el emprendimiento ecoturístico.

**Palabras clave:** aprovechamiento, aversión, barrera, capital muerto, cultura, desinterés.

## INTRODUCTION

The health measures that were applied in various Latin American countries, with the purpose of stopping the spread of Covid 19, such as isolation and social distancing; generated economic recession in the countries' economies; The late control of the spread of the virus brought economic consequences that to date are hardly recoverable; However, it is worth noting that the Tourism sector in the various Latin American countries is the one that concentrates the largest amount of labor, and was the one that consolidated the greatest drop in growth rate unlike other sectors. The decisions made and applied served to flatten the contagion curve, giving the necessary time for the logistics of the health systems to be implemented to confront infections (ECLAC, 2020, p. 2).

Likewise, all estimates gave low projections to the annual growth rate of the Latin American bloc, which would be between 2.5% to 4.0%, the reason being that sanitary measures degrade economic activity due to the closure of factories, the cessation of operations of various services, cancellation of activities and events, travel stoppages and restrictions, among others (ECLAC, 2020, p3).

From Valle (2022) the conclusions maintain that the estimated Gross Value Added for the Peruvian Tourism sector, the recession will be very difficult to recover; whose period extends until 2024, with signs of improvement in 2025. Likewise, the estimated currencies will continue to increase in output until 2024 and tourist income will continue to decline until 2024.

For Peru, we take as a reference the Ministry of Foreign Trade and Tourism, which, as of March 2020, the entry of international tourists varied by -69.5% compared to 2019 (Turismo-Artesanía, 2020, p.1). To mitigate the decline in the Tourism sector, the Peruvian government in power approved and implemented measures to reactivate the sector; in tax and financial matters (Promperú, 2020, p. 4, 18).

However, not everything was aimed at direct economic reactivation, the Peruvian state, seeking improvements and reducing gaps in vulnerable populations regarding poverty and extreme poverty, programmed and executed a series of intervention programs in the social and economic part; one of them Works Peru, which had relevant intervention in the execution and financing of demand recovery or expansion projects managed by associations of producers,

marketers of various products or services. For the case study, two stone forests had intervention with social intervention programs to reduce poverty levels; the Ccenhua stone forest located in the province of Chincheros 130 minutes from the city of Andahuaylas (figures 1 and 2) and the Llamcama stone forest located in the province of Andahuaylas 180 minutes from the city of Andahuaylas.

**Fig 1. Ccenhua stone forest attributes**



Note. Photograph of the place, own, 2023

**Fig 2. Ccenhua stone forest attributes**



Note. Photograph of the place, own, 2023

What is stated by Valle (2020) focuses on describing the potential and explicitly cites the stone forests, as is the case of the one located in the Pampachiri district, due to the potential and use initiated by local tour operators. The Ccenhua stone forest, after three years of investment, presents problems in poor maintenance of trails and internal roads, neglected signage, lack of protection of trails on peaks, neglect of maintenance of hygienic services; the Llamcama stone forest (figures 3 and 4); After two years of investment, it presents problems in poor maintenance of trails, signage, weak conditioning and maintenance of the tourist resource; All this happens despite having the safe travel seal.

**Fig 3. Llamcama stone forest attributes**



Note. Photograph of the place, own, 2023

**Fig 4. Llamcama stone forest attributes**



Note. Photograph of the place, own, 2023

The scope of the study is specific, it is the potential of the natural type ecotourism resource, where actors intervene for its growth and development with specific competence. We exclude tourist destinations developed in the Andean

zone such as: Cusco region, Arequipa region where destinations and tourist products with greater development are concentrated.

The purpose of the study focuses on specifically detailing the aspects that cause and strengthen barriers to recover the enterprise that was only a few years old, with the intervention of the Work Peru Program in the peasant community of Ccenhua and the enterprise exploited by local tour operators in the peasant community of Pampachiri. We close the discussion with some recommendations to minimize and eliminate the causes that prevent the recovery of ecotourism resources.

Given the scope of the research, the delimitation focused on addressing the barriers to recovery for the venture of the ecotourism resource, the following general question was formulated that directs the research: What are the barriers that prevent the recovery of the Forest type ventures? of stones from Ccenhua and Nueva Esperanza? Therefore, the general objective that will allow us to structure and specify the research design is as follows: Describe and illustrate the barriers that prevent the recovery of the Ccenhua and Nueva Esperanza Stone Forest type enterprises.

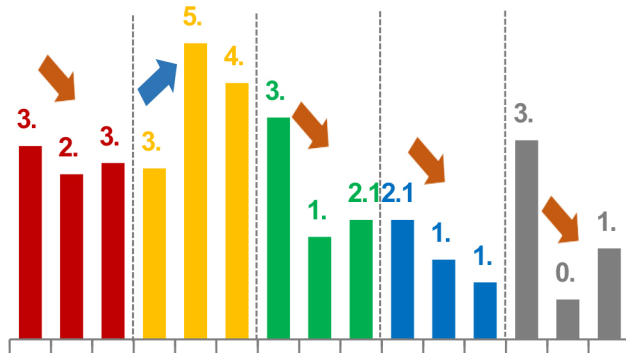
**STATE OF THE ART**

From Turismo in (2022) they tell us that for the period between 2022 -2032, tourism could grow by more than 16 million new jobs in America; However, after consulting specialists, this figure could not be reached completely, only approximate it, if global conflict worsens, which results in increased costs for energy services and the reconfiguration of private spending due to economic recession and progressive conditioning towards a war economy. The figures are encouraging; 126 million new jobs worldwide and 10 million for the tourism sector by 2022, whose growth was estimated at 5.8% per year until 2032; But, the global conditions of the leading world economies are not encouraging, we are going through a process of economic recession at a global level, which is exacerbated by the outbreak and burning of conflicts and wars, which direct not only public spending, condition and accommodate the global production and financial system. For Peru, from the government in power, the Ministry of Economy and Finance, through the “Con punche Perú Turismo” plan, in February 2023, focused its recovery strategy on knowing and analyzing the GDP growth prospects by country. trading partners (figure 5) where the fall in the macroecono-



mic indicator is limited to the United States, the European zone and Latin America, with China as the trading partner that maintains an average growth of 4.0% annually.

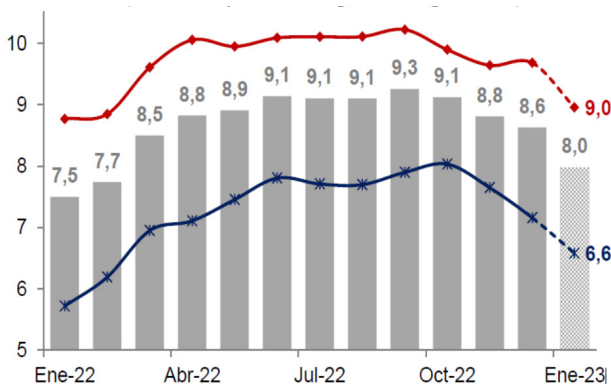
**Fig 5. World: GDP growth perspective by country (annual percentage change rate).**



Note. Source Bloomberg-IMF, 2022. The color red represents the world; yellow represents China, green represents Latin America; Blue represents the US and lead represents the Eurozone.

Likewise, a moderate growth in inflation is expected worldwide (figure 6); However, experts indicate that this could be far away if conflicts in the Middle East worsen and the war in Ukraine continues, because the costs of fuel and energy are exported and weaken emerging economies; The first year of the war between Ukraine and Russia brought disastrous consequences on the price of energy services and primary food products. So the outlook is one of uncertainty, much more so if the problems in the Middle East worsen.

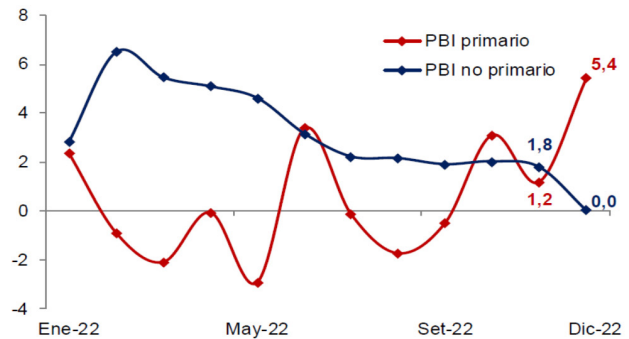
**Fig 6. World: inflation by economic blocks (Annual percentage change rate)**



Note. Source Bloomberg-IMF, 2022. The red line represents emerging economies; The blue line represents advanced economies and the lead-colored bars represent the world.

According to the projections for Peru, it closed with a growth of 2.7% of GDP, which is not enough, sustained by the gradual recovery of non-primary sectors and the start of mining activities and investment by Quellaveco in the Moquegua region (figure 7).

**Fig 7. Peruvian Gross Domestic Product (Real annual variation rate).**



Note. Source National Institute of Statistics and Informatics, 2022.

From the analysis, the recovery of the tourism sector in Peru is slow, the variation rate compared to 2019 was negative, -90.0% for the year 2021 and for the year 2022 it was -54.0%. Faced with this recessive panorama of the Tourism sector, the government of the day proposed a recovery and reactivation program, aimed at alleviating it, influencing direct and indirect service providers, in addition to investments to improve the tourist experience and infrastructure.

We move on to develop a summary of the main contributions regarding the supporting background related to the research study.

This is confirmed by Padilla and Murillo (2022), who affirm that the participation and organization of the community allows them to recognize the potential of their territory, contributes to the achievement of income, achieves an improvement in well-being, based on a progressive improvement plan, based in the greater cohesion of the population, strengthening the undertaking of its cultural and natural heritage.

From Degele (2015) for the case study and as a reference, a management plan must be implemented that zones and regulates its use, accompanied by environmental impact assessments, which is outlined from the interaction and

cooperation between different actors, as well as the native peoples (the law does not provide) that will allow the preservation of the cultural and natural heritage of the reserve area.

Agüero and Romero (2016) rural and natural tourism are based on the potential of agricultural spaces, population settlements; who will provide services through an organization and joint work for the conditioning and recovery of tourist places with the support of the state, which will generate conditions for the economic and cultural sustainability of the local population. The formulation and approval of policies and programs that allow consolidating and encouraging entrepreneurship in crafts, sweets, jams, typical foods, organic crops and opening of soft tourism (tourist participation in daily activities), is juxtaposed with the assessment and progressive reconditioning of infrastructure and tourist attractions.

Taking Zuccarini (2016) he concludes that the different immigrant groups formed the history and culture of the city of Pigue, generating an identity, sustained by the revaluation of heritage resources and integrating them into the local tourist offer, through the design of circuits. tourism, which leverages the local gastronomic and cultural offer; added the government's efforts to develop the local tourism brand.

Inden, Kaber, Pakage, Bawole, Sirami and Raharjo (2023) state that the potential of ecotourism in Gunung Botak is based on the uniqueness and quality of the flora and fauna, the area is distributed and used based on two aspects of recreational tourism. and sports, it has a carrying capacity of 173 people/day in observation and rest areas that allows sustainability and recovery from stress in the species. The ecotourism development strategy focuses on segmentation of three groups, which ensure an income projection.

Alvites, Quesquén, Jo and Cornejo (2023) the use of the sector and cove is precarious, based on customs, traditions and own manifestations, passed from generation to generation, being hereditary. The organization is supported by an association with weak organizational work, whose members have at most secondary education; However, they have full knowledge of the fishing market. The precarious conditions of existence focus on restrictions on government intervention, aversion to taking the leap from formality.

Carrión and Cruz (2023) conclude that the actors directly involved were supply managers, they demonstrated greater consolidation of communication and attention to the service they provided. Tourists expressed in a generally positive way that tourism activity must be developed to boost the territorial tourism economy; However, the insufficient use of the potential tourist resource flora for spices, landscape, geomorphological forms, and fauna is confirmed; which does not allow the differentiation of the tourist destination to be consolidated.

Alfiandri and Mayarni (2023) the implementation of a specific governance policy model presents challenges and barriers; within them the weak articulation and coordination between related and relevant organizations far from business actors and with moderate intervention local actors such as the community; the community progressively participates in the management of ecotourism through incipient associations that provide limited services; However, strengthening this guarantees the sustainability and success of the tourist attraction based on ecotourism.

Deb and Rout (2023) ecotourism is a utilization model with variables of environmental health, tourism industry, local operators; the potential in Mizoran depends on accessibility and articulation with other regional attractions and availability of infrastructure; It is complemented by social interaction. The delay in strengthening Mizoran, promoting it as an attraction, is due to the fact that there are few mechanisms to promote, implement specific facilities in signage and shared administration.

Cvetkovic et al (2023) the results show us that there are strengths and weaknesses regarding the development of ecotourism; natural phenomena are positive as are certain anthropogenic activities; Local actors live in poverty and lack of social infrastructure. The tourism offer is weak, limited to low connectivity and organization of local tour operators. To overcome the precarious state, they must formulate and approve intervention policies in the legal and structural sphere along with improvement plans, having as an ally the local population, which is mobilized through communication channels and network contacts, which would strengthen the promotion and marketing of the tourist attraction.

## 2. METHODOLOGY

For Hernández et al. (2014). The research is located in the qualitative approach, due to the characteristics of the study variable. It is a basic type of research, which allows providing current knowledge of the study variables. According to Ortiz & García (2008), the design is non-experimental, linked to the case study design, because it describes and illustrates the barriers that prevent the growth and development of the entrepreneurship of the Cceña Stone Forest ecotourism resource, located in the province of Chincheros, district of Ranracancha, peasant community of Huaribamba-Ccenhua and the Llamcama stone forest, located in the province of Andahuaylas, district and peasant community of Pampachiri.

The research techniques were: Documentary review analysis, observation, description. Fidiás (2012) The data collection instruments were: the document checklist, observation sheet - description of the landscape and the interview, supported in the inventory procedure by the guide of the Peruvian Ministry of Foreign Trade and Tourism for the diagnosis (MINCETUR, 2018). The units of analysis were the specialized bibliography of the sector, the geomorphological, biological, and environmental system that contains the stone forests.

### 3. RESULTS

#### 3.1. *The aversion of the peasant community to strengthen greater business opportunities, grow and develop the tourist resource.*

Generally, stone forest resources are contained in peasant communal territories, which are registered in Public Registries, protected by Law 24656, General Law of Peasant and Native Communities, tacitly expresses that peasant communal organizations are protectors, They protect the heritage of the state and nation. However, the exploitation and use of agricultural land is based on customary rights, culture and customs that generally bias towards agricultural activity, which has been established for many centuries related to crops such as: tubers, cereals, legumes and fruits; Along with agricultural activity, livestock activity is used. The specialization of labor and economic activity is according to the altitudinal floor; availability of water and soil resources; Cereals are located between 2400 to 3000 meters above sea level along with goats and pigs; The tubers are located between 2800 to 3600 meters above sea level along with horses, cattle and pigs; We close by confirming that there are hundreds of years of mastery of ex-

ploitation and management of the soil according to crops and livestock. The extractive or primary agrarian economic activity, added to the geographical conditions of the Andean region, makes the population condition and adapt to forms of producing and marketing organizations, which generally do not escalate to organizations with a greater legal and economic purpose; What is common is the development of strong business sectors for the production and marketing of various crops, supported by commercial and friendly relations.

The comfort achieved by mastering the agricultural and livestock business; makes families and associations make the decision that, although there are initiatives, government investment and implementation to strengthen the tourism sector in resources and tourist attractions, these are partially legitimized and their operation-maintenance depends greatly on the government's budgetary authorization. shift; Therefore, the security and comfort of mastering business in primary activity causes there to be an aversion to starting new ventures and even sustaining them.

#### 3.2. *The demarcation and ecological economic zoning, which could support the use of tourist resources, presents limitations due to jurisdiction and competition.*

The first, regarding the delimitation and demarcation of boundaries, the perimeter survey of the extension of land that contains the tourist resource, had a certificate of approval by the general assembly of the peasant community for the land independence actions. On many occasions it happens that the process is developed by people or authorities without competence, which generates subsequent barriers.

The second, economic-ecological zoning, is formulated in a partial way, often biased by both direct actors and specialists; which prevents the distribution of areas for timely use and care; which restricts a sufficient and timely allocation for its use.

Third; On many occasions, the portion of land zoned and separated for a specific economic activity is suspended or assigned for another activity; therefore, the delay and non-achievement of goals and indicators proposed for a defined program or project.

#### 3.3. *The inclination towards artisanal and informal mining*

*for income and tourism activity remains as a complement.*

The reality that the Andean populations in Peru go through is similar with its nuances according to customs, relationships; many of them are dedicated to agricultural and livestock activities, during the last two decades, the prices of primary products have fallen progressively slowly, as a result of technological intervention in economies that are the world's pantry, the prices of inputs or complements were boosted agricultural which makes agricultural products more expensive where technological intervention is less; The other scenario is drought, which puts pressure on the cost of water resources for irrigation to increase, and which reduces or contracts the amount of seed for the next harvest; Therefore, the statements of the respondents require that they be a farmer in the Peruvian Andean zone; It is high risk, not only due to the incidence of the climate variable followed by the other global warming; There are others that complement the production process of any crop, making it unprofitable, because the investment capital is not recovered.

Being an artisanal miner, with all the legal protection, is beneficial, because it only involves formalizing agreements and deals for exploration and exploitation, it is extracted, purified (not washed, it is classified), weighed and marketed; The risk of return on investment is lower, and the level of profit depends on the international price quote. Therefore, artisanal mining achieves income objectives for the peasant family in the short term, allowing accumulation in the medium term.

#### 3.4. *The business culture of tour operators regarding associativity and maintaining the organization.*

A problem to date is the administration and control of archaeological sites, ecotourism resources; some categorized as attractive and another as a resource in projection; where there are several institutions with specific powers and functions, which support all their economic activity. Local tour operators are located in the private sector and are grouped into sectors: transportation, guiding, food, lodging, communications, among others, whose legal figure is the "association" and in a few cases "company"; They are the ones who carry out transactions and interact with tourists or visitors every day. The regional government, the provincial and district municipalities, have the role of generating basic minimum conditions, that is, condition-

ing, accessibility, signage, operating license, so that the tourist offer flows, the same that from its components contribute with taxes to improvements and maintenance in the tourist support plant.

However, there are details that the tourist offer of several tourist attractions in the Peruvian Andean area are poorly developed, they present limitations, especially in access, infrastructure and other logistical conditions; Unlike the city of Cusco, the tourist demand for various tourist attractions that are in charge of tour operators or institutions; They do not present a continuous flow of tourists, both in high and low season, this causes the sustainability of associations or companies to go through economic and financial problems, because the demand is not sufficient and the costs of maintaining the service despite the problems in The context causes companies to become decapitalized, therefore, it is difficult for tour operators to respond immediately to international trends in the short term, that is, refurbishing premises, replacing and renewing equipment, relaunching marketing campaigns, reformulating policies. commercial and social responsibility, which allow the progressive development of business culture.

#### 3.5. *At a strategic and tactical level, the moderate importance of developing the tourism sector in its types from regional and local intervention policies and projects.*

In the Apurímac Concerted Regional Strategic Plan 2017-2022; have weaknesses to be addressed in the Tourism sector, it was not considered as a strategy, it was considered as a sub-objective and strategic action regarding the accessibility of communication routes to tourist resources or attractions, it has indicators, based on two specific goals regarding to sectors that make up the Tourism sector.

In the Concerted Apurímac Regional Strategic Plan 2023-2033; The Tourism sector is integrated within the Competitiveness axis, it presents an action and indicator, which refers to the gross added value of the sector at the regional level; However, it does not have a strategic objective or sub-objective despite all the potential in tourism resources that the region has; Possible interventions in the Tourism sector are disseminated in other actions and indicators, whose monitoring and follow-up is lost due to non-functional relevance. The political decision to strengthen and expand the Tourism sector in the Apurímac region is third level; Likewise, there is no action or indicator for the representation of business associations, especially

for the Tourism sector; that is, Chambers of Commerce, Tourism, Industry.

Given the strategic framework, there are ambiguities regarding the administration and ownership of the tourist resource, especially those categorized into levels 3 and 4, which weaken the institutional framework, slow down the compliance and development of the sector, and add to the union weakness and defense in the Tourism sector. such as the Chambers of Tourism, Commerce, Industry, and Construction; It presents a poor institutional life, because the tour operators are directed at recovery and maintaining the business due to family characteristics, directed at complying with taxes, prioritizing family needs, taking their own and collective risks; This demonstrates the weak strengthening of a culture of associativity, cooperation, communication barriers, imposition of individual or group interests above those of the association, tour operators do not seek in the short term to achieve a change and strengthen associativity - cooperation.

#### 4. DISCUSSION

Taking the background and comparing the results, we can confirm that the gradual and expansive demand of national and foreign visitors will be conditioned by the offer of complete services, in: security, health, protection, in addition to the reconstruction of tourist packages.

At the same time, there must be a political decision to approve projects that progressively allow the conditioning of infrastructure in ecotourism resources and attractions, the transformation of the landscape in a timely manner will provide minimum conditions and will even allow the promotion of promotion on social networks, putting pressure the logistics of the provision of the service that the tour operators will provide.

Regarding the role of the union of tour operators, we cannot have short-term results, we can achieve broad strokes by being complementary, because it will allow us to coordinate policies, intervention actions, and defense of tour operators; We can no longer generate policies, plans and instruments; because this role falls to the regional tourism advisory committee in Apurímac, which presents a birth certificate less than one year old.

The management of the Regional Management of Foreign Trade and Tourism, during the last six years, managed to

approve two investment projects, with a public investment code and certified budget for more than 20 million soles, the investment amounts were not proportional to the cities with representative plants and a considerable number of tour operators, and even to date they suffer setbacks and reformulation of investment projects.

#### 5. CONCLUSION

*We come to the following conclusions:*

a) the aversion of operators to strengthen greater business opportunities and develop the ecotourism resource is limited to the problems in the continuity of the flow of demand and the conditioning of the resource or attraction by the state. Hereditary activities predominate with dominance over the tourist opportunity for implementation.

b) ecological economic zoning could support the use of resources or tourist attractions, if processes with defined and temporary allocation for the use of land and resources will be developed for tourist operators.

c) the business culture of the tour operators will be strengthened through the intervention of the government sector, the formulation and approval of support programs for the continuity of the association, likewise the support programs generate conditions so that the conditions of the service are They will adapt to the trends in the support plant close to the tourist attractions.

d) the inclination towards informal mining for income will be maintained because the profit obtained by the miner from the product sold at an international price is greater than the remuneration obtained in the tourist activity, therefore, if not approve programs and state intervention in projects, the course will continue that tourism may be displaced by mining activity.

e) at a strategic and tactical level, the moderate importance of developing the tourism sector and the making of strategic decisions based on a third level of priority, mean that in the medium and long term the Tourism sector is not strengthened and promoted at the regional level and local.

The consequences are:

a) the oblivion and progressive deterioration of ventures in ecotourism circuits will consolidate the disappearance of first local demand and then international demand.



b) all the investment executed through rescue and economic recovery programs towards vulnerable populations becomes dead capital, for the reason that carelessness and lack of interest in maintaining the tourist attraction or resource are strengthened,

c) the fall or contraction of demand generates a fall in income, which allows poverty to be strengthened in the territories where the ecotourism enterprise existed.

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